



Support for the Waterfront Community Revitalization and Resiliency Act

“The Alliance for the Great Lakes supports Senator Baldwin’s effort to revitalize Great Lakes coastal communities by ensuring that their waterfronts serve the interests of their residents and protect the Lakes,” said **Alliance for the Great Lakes President and CEO Joel Brammeier**. “The Great Lakes provide economic development opportunities, recreational opportunities and quality of life for coastal residents. The Alliance appreciates Senator Baldwin’s commitment to make sure that Great Lakes waterfronts continue to serve their communities in the future by planning and preparing necessary infrastructure upgrades and public access today.”

“Now, more than ever, waterfront communities need to be increasing our resilience in the face of climate change impacts and land use intensification,” said **Clean Lakes Alliance Deputy Director Elizabeth Katt-Reinders**. “Senator Baldwin’s *Waterfront Community Revitalization and Resilience Act* will bring focus and resources to communities working for healthy waters, healthy communities and healthy economies.”

“Wisconsin’s Alliance for Land Trusts applauds Senator Baldwin for her strong support of waterfront communities through this bill. Targeted public investments in revitalization and resiliency are essential for strong local economies, healthy communities and our high quality of life here in Wisconsin,” said **Gathering Waters Executive Director Mike Strigel**. “Many of Wisconsin’s 50 land trusts, from the River Revitalization Foundation in Milwaukee to the Bayfield Regional Conservancy working along the shores of Lake Superior are committed to working with waterfront communities, and the funding and policies proposed in this bill will provide much needed support to these local efforts.”

“We know from our Brookings Institution work that every dollar spent on water restoration, waterfront access and connection leads to over \$3 in economic development and increased property values,” said **Michigan Economic Center Director and Brookings Institution Nonresident Senior Fellow John Austin**. “I estimate across the Great Lakes states more than a million jobs are already linked to water restoration, waterfront redevelopment and recreation. The *Waterfront Community Revitalization and Resiliency Act* will help more communities reconnect to their water and grow their ‘Blue’ economies.”

“Urban waterfront revitalization is one of those truly win-win situations. Cleaning up neglected waterfronts improves water quality, acts as an economic catalyst for the city and rebuilds a community’s cultural ties to water. The return on investment is manifold,” says **River Alliance of Wisconsin Executive Director Denny Caneff**.

“Milwaukee Riverkeeper is happy to support the *Waterfront Community Revitalization and Resiliency Act*, which will give waterfront communities like Milwaukee more tools to adapt to increasing demands on our water resources, and to make sounder investments that can make us more resilient to extreme weather events, flooding, lake level volatility, and ecosystem changes, from erosion to invasive species,” said **Cheryl Nenn of Milwaukee Riverkeeper**. “This bill can help us to convert our shorelines from eyesores to true community assets that will attract economic development, tourism, and investment while still protecting our waterways and our communities.”

“Milwaukee’s once vibrant working waterfront has long been neglected, but our community is coming together to transform it into a working waterfront for the 21st century - one that works economically, environmentally and socially,” said **Harbor District Milwaukee’s Lilith Fowler**. “The *Waterfront Community Revitalization and Resiliency Act* provides essential help to navigate the regulatory complexity and tackle the significant infrastructure challenges that stand between us and a re-invigorated waterfront that can serve our region for the future.”

“Senator Baldwin’s legislation is a welcome addition to Wisconsin cities’ and villages’ efforts to make the most, both economically and ecologically, of their most important natural assets,” said **Wisconsin League of Municipalities Executive Director Jerry Deschane**.

“Many town and rural economies are amenity driven, and in Wisconsin this often means waterfront. The ability to plan for and implement strategies to leverage waterfront resources is a critical economic development tool that can double as a method to both conserve and enhance the natural environment. **The Wisconsin Towns Association** is supportive of Senator Baldwin’s efforts to provide additional tools for communities to capture the benefits of wisely using our water resources.”

“Senator Baldwin’s bill will help Wisconsin’s waterfront communities to maximize the value of their water resources, reduce the loss events, and help local governments plan for the future. The Wisconsin Counties Association applauds this common-sense approach, which will benefit communities across Wisconsin,” said **Mark D. O’Connell, Executive Director, Wisconsin Counties Association**.

The *Waterfront Community Revitalization and Resiliency Act* is supported by:

Alliance for the Great Lakes
American Planning Association
Association of State Floodplain Managers
Clean Lakes Alliance
Community Foundation of St. Clair County
Detroit RiverFront Conservancy
Gathering Waters Conservancy
Great Lakes Legislative Caucus
Great Lakes St. Lawrence Cities Initiative
Harbor District Milwaukee
Healing Our Waters-Great Lakes Coalition
Milwaukee Riverkeeper
National Association of Towns and Townships

River Alliance of Wisconsin
The Mandel Group
Wisconsin Counties Association
Wisconsin League of Municipalities
Wisconsin Towns Association
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Thomas L. Hickner, *Bay County Executive and Saginaw Bay Coastal Initiative Facilitator*